

118  
PATENTS  
UV-58

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Robert A. Knee et al.  
Application No. : 09/139,777  
Confirmation No. : 5715  
Filed : August 25, 1998  
For : INTERACTIVE PROGRAM GUIDE SYSTEM  
FOR DETERMINING USER VALUES FOR  
DEMOGRAPHIC CATEGORIES  
Group Art Unit : 2611  
Examiner : A. Koenig

RECEIVED

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Technology Center 2600

Commissioner for Patents  
Washington, D.C. 20231

New York, New York 10020  
November 9, 2001

Attention: BOX PGPUB DRAWINGS

PETITION UNDER 37 C.F.R. § 1.182  
FOR ENTRY OF THE DRAWINGS

Sir:

Pursuant to 37 C.F.R. § 1.182, applicant hereby petitions for entry of the enclosed drawings (5 sheets, FIGS. 1, 2, 3, 4, 5) in the publication of this patent application. A check in the amount of \$130.00, in payment of the fee set forth in 37 C.F.R. § 1.17(h), is enclosed herewith.

The Director is hereby authorized to charge any


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01 FC:122 additional extension fee due, or credit any overpayment, in

130.00 0P

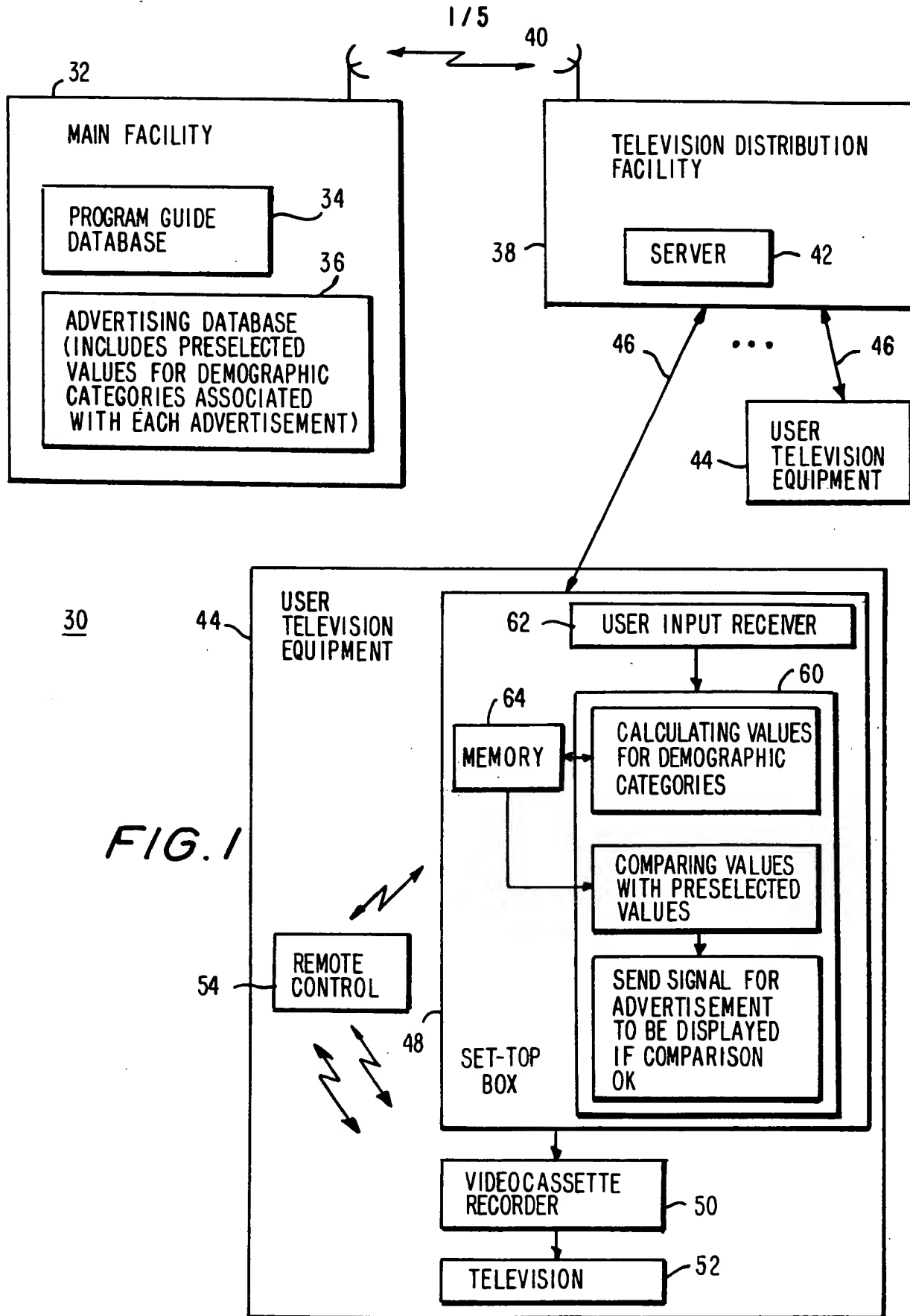
connection with this Petition, to Deposit Account  
No. 06-1075. A duplicate copy of this Petition is enclosed  
herewith.

Respectfully submitted,



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DEMOGRAPHIC CATEGORIES	VALUE	PRESELECTED VALUE ADVERTISEMENT 1	PRESELECTED VALUE ADVERTISEMENT 2
① SPORTS FAN	1	0.5	0.7
② SCIENCE FICTION FAN	0.7		
③ PARENT	0		
④ DOG-LOVER	0.5		
⑤ CAT-LOVER	0.7		
⑥ ANNUAL INCOME OVER \$20,000	1		
⑦ ANNUAL INCOME OVER \$30,000	0	1	
⑧ ANNUAL INCOME OVER \$50,000	0		
⑨ FEMALE AGE 20-30	0		
⑩ MALE AGE 18-40	1		1

FIG. 2

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USER INPUT	WEIGHT VALUE
① RECORD PROGRAM	1.0
② SET REMINDER	0.5
③ TUNE/WATCH MINIMUM 5 MINUTES	0.5
④ RETRIEVE INFORMATION	0.25

*FIG. 3*

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### DEMOGRAPHIC CATEGORIES

CHANNEL	SPORTS FAN		SCIENCE FICTION FAN		...
	PRESELECTED VALUE (PV)	WEIGHT FACTOR (WF)	PRESELECTED VALUE (PV)	WEIGHT FACTOR (WF)	
ESPN	0.95	2	0.6	1.5	
CHANNEL XYZ	0.5	1	0.8	1.8	
⋮					

**FIG. 4**

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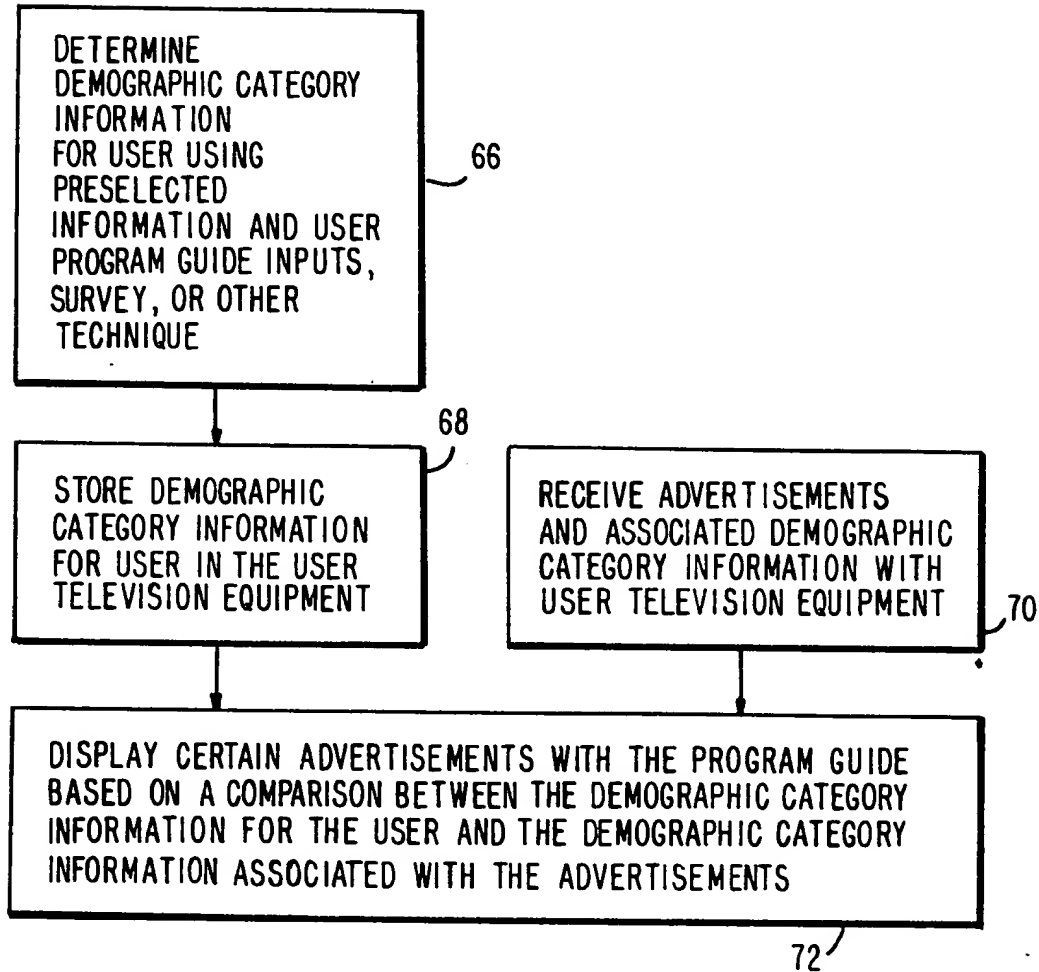


FIG. 5